

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Senior Grade Civilian	CATEGORY (If Applicable) MAJCOM - Individual	AWARD PERIOD 1 Jan 01 - 31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) GS-13, Robert M. Ely	SSN (Enter Last 4 Only) 9255	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 1035, Chief, Community Relations Division	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-6308 Com 937-257-6308	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA, 4375 Chidlaw Rd, Rm N152, Wright-Patterson AFB OH 45433-5006		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Com 937-257-6307, donna.pastor @wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p><b>Overall Effectiveness &amp; Job Accomplishment:</b></p> <ul style="list-style-type: none"> <li>-Premier public affairs professional, valued contributor to every element of the public affairs mission</li> <li>-Innovative thinker and doer, his ideas pushed the Air Force and AFMC story to the far corners of U.S.</li> <li>-Guided largest, most diverse, community outreach program in AF. Hub of guidance that steered 13 bases as they took the AF into dynamic communities: Boston, Atlanta, Los Angeles, Salt Lake City</li> <li>-His counsel directly influenced positive AF image with 2,000 key decision-makers, 20 million people</li> <li>-Point man for hard-charging 4-star who wants to make sure AF is positive force in community events</li> <li>--Conceived and spearheaded first-ever AFMC Community Liaison Program, bringing together key community decision-makers from across command for regular summits with AFMC leadership</li> <li>--Took AF story to non-choir community. Planned and escorted in-depth, hands-on tour of three major AF bases for civic leaders from Cincinnati. Home run--30 new and informed Air Force ambassadors!</li> <li>--Oversaw complex arrangements, ensuring commander was armed with and delivered right messages at Indy 500, four NASCAR races, Cincinnati Bengals game. Positive AF image to millions of people</li> <li>-Carried AF flag at 50+ events. Knows how to weave AF into community happenings--got results!</li> <li>-Best of best! Keen knack for developing effective programs made him a natural selectee to serve on AF's Civic Outreach Working Group, elite group of PA pros chosen for community relations wisdom</li> </ul> <p><b>Leadership/Organizational &amp; Planning Skills:</b></p> <ul style="list-style-type: none"> <li>-Proven, caring supervisor who guides and mentors his division's employees with timely, sage counsel</li> <li>--Not just a practitioner, but a teacher. Tutored two civilian interns, two new lieutenants. Groomed future communicators by hosting gifted students from local elementary school mentoring program</li> <li>-Commander called planning for Community Liaison Program "awesome." Pulled together conflicting topics, agendas from 24 high rollers nationwide. Result: Everyone heard, everyone happy--AF wins!</li> <li>-Took lead with hands-on involvement in planning AF participation in community events, from compiling detailed prep packages to conducting advance site visits. Every one of 150 events a success!</li> <li>-Took charge! Jumped in at moment's notice to lead HQ office of 24 in absence of director and deputy</li> <li>-Continually reorganized and updated comprehensive computer database he developed for categorizing CC's list of top 100 influential community leaders. PA and commander's staff use it and love it!</li> <li>--Enabled commander and public affairs to target the right audiences with right message at right time</li> </ul> <p><b>Judgement and Decisions:</b></p> <ul style="list-style-type: none"> <li>-Pulled double duty with bare-bones staff: advised, trained, led field units; performed most functions of a base shop in support of arguably the most community-minded, gregarious 4-star in the Air Force</li> <li>-Crucial adviser to commander and senior staff. Out in front when there's a community issue to work</li> <li>--Senior staff relied on his event prep packages as required reading for guidance on community issues</li> <li>-When community leaders from across the U.S. flock to HQ to lobby for programs at their bases, Rob easily zeroes in on the real issues, halts inappropriate solicitation, offers reasoned recommendations</li> <li>-His radar is always scanning the horizon! Reviewed and analyzed 250 public invitations for in-demand 4-star. His counsel allowed commander to target right forums for maximum AF and AFMC benefit</li> <li>-Whether sorting out pleas for a Thunderbirds appearance or scheduling an orientation flight for a local mayor, field offices' 20 community relations troops depend on his solid advice and eagerness to help</li> </ul> <p><b>Communication Skills:</b></p> <ul style="list-style-type: none"> <li>-Best writer and editor I've ever seen! By-name request when commander needs a written product</li> <li>--Wrote everything from letters of condolence to comprehensive communication plans. All superior!</li> <li>--His remarks, messages and talking points carried by leadership to every public event. All on target</li> <li>-Saw opportunity--seized it. Built Community Liaison Program centered on pushing right AF messages to right centers of influence nationwide. Result: liaisons now force-multipliers in spreading the word</li> <li>-Go-to communicator who knows how to break down the issues of the Air Force's most complicated, misunderstood command. Knowledge base surpassed only by his ability to communicate the AF story</li> </ul>		

**NOMINATION FOR AWARD** *(Continued)*

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**GS-13, Robert M. Ely**

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*